

**CUSTOMIZATION OF PROMOTIONAL MATERIAL THROUGH USE OF  
PROGRAMMABLE RADIO FREQUENCY IDENTIFICATION TECHNOLOGY**

Abstract of the Disclosure

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A device communicates with a radio frequency identification ("RFID") device (102) that is associated with an item (500). The device selects a promotional incentive for the item (500) and programs the promotional incentive into the RFID device (102) at one of the following events: point-of-decision to  
10 purchase the item, point-of-purchase of the item, or point-of-distribution of the item.

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